

MEET BEN ORTLIP



Featured In    

SUGGESTED QUESTIONS

- What inspired you to write *Culture Is the New Leadership*, and how has the book been received by the business community?
- How do you define organizational culture, and why is it so critical to business success?
- Can you explain the three workplace motivators: Craft, Cause, and Community™? How do they shape employee engagement?
- How does The Culture MRI® differ from other culture assessments, and what makes it so effective?
- What role does leadership play in shaping and sustaining a positive organizational culture?
- How can companies use culture as a tool to attract and retain top talent, especially Millennials?
- What are the most common mistakes leaders make when trying to improve their company's culture?
- How can organizations measure the ROI of their culture initiatives?

SUGGESTED TOPICS

- **The Impact of Culture on Business Success:** Explore how aligning culture with leadership drives organizational performance.
- **How to Attract and Retain Millennials:** Strategies from *Culture Is the New Leadership* that help companies win over the Millennial workforce.
- **The Evolution of Workplace Culture:** How cultural shifts are redefining leadership in the 21st century.
- **Measuring Culture with The Culture MRI®:** Discover the science behind culture measurement and its role in enhancing employee engagement.
- **The Power of Purpose in the Workplace:** Why Craft, Cause, and Community™ are the three motivators that every leader should understand.
- **Turning Culture into a Competitive Advantage:** Practical advice for leaders looking to leverage culture for business growth.

Ben Ortlip is a leading authority on organizational culture and the author of the Amazon #1 Best Seller, *Culture Is the New Leadership*. With over 30 years of experience, Ben has worked with some of the most recognized brands globally, such as UPS, Delta, Salesforce, and Chick-fil-A, helping them to define and refine their workplace culture. Through his work, Ben has developed The Culture MRI®, a revolutionary approach to measuring and enhancing organizational culture.

Ben's mission is to empower leaders to harness the power of culture, inspiring Millennials, igniting performance, and winning the war for talent. His insights and strategies have transformed the way companies think about and implement culture, making him a sought-after speaker and podcast guest.

"Ben has done something very few authors have yet to do. He's demystified culture."— Adam Tarnow

Culture Is the New Leadership is a must-read for any leader looking to create a workplace that not only attracts but also retains and inspires top talent. In this book, Ben Ortlip shares his decades of experience in shaping the cultures of some of the world's most admired companies. He provides practical insights and actionable strategies to help leaders harness the power of culture and drive their organizations to new heights.

